THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO) : (a) Yes, Sir. on Doordarshan only. The commercial revenue of Doordarshan has been rising over the years.

(b) and (c) Interaction|dialogue with representatives of the advertising agency| industry as well as individual agencies is an on-going process designed inter-alia to promote Doordarshan as the most cost-effective advertising media.

(d) Request|suggestions for effecting changes in the existing guidlines covering advertising on Doordarshan and their examination by it is an on-going process.

BIFURCATION OF ALL INDIA RADIO AND DOORDARSHAN

2644. SHRI KRISHNA KUMAR BIRLA :

SHRI IQBAL SINGH :

SHRI P. UPENDRA :

Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) Whether the high powered committee appointed by Government for review and rationalisation of its numerous media cadres has recommended vertical bifurcation of Doordarshan and All India Radio;

(b) if so, the details of the recommendations made by the committee;

(c) whether Government have since examined the recommendations of the committee; and

(d) if so, the reaction of the Government on the implementation of the recommendations ?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO) : (a) Yes Sir.

(b) The salient features of the recommendations made by the committee relate to services and cadres of the Ministry of I&B, re-organisation of its Media Units, training of the personnel and delegation of administrative and financial powers.

(c) and (d) The recommendations of the committee are at present being examined by the Government.

METRO CHANNEL AT BHUBANESHWAR TV CENTRE

2645. SHRI PRAVAT KUMAR SAMANTARAY : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) Whether there is any proposal under Government's consideration to have a metro channel at Bhubaneswar TV Centre; and

(b) if so, by when this proposal is going to be given effect to ?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO) : (a) and (b) Yes, Sir. As per present indications, the transmitter is expected to be commissioned into service during 1994-95.

VLPT|LPT CENTRE AT PARADIP PORT, ORISSA

2646. SHRI PRAVAT KUMAR SAMANTARAY : Will the Minister of INFORMATION AND PROADCASTING be pleased to state :

(a) whether Government have sanctioned VLPT|LPT centre at Paradip Port of Orissa; and

(b) if so, by when it is likely to start functioning ?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO) : (a) and (b) Yes, Sir. A scheme to set up a Low Power TV Transmitter at Paradip Port in Orissa has been approved under Annual Plan 1993-94. The transmitter is expected to be commissoned into service during 1995-96.